Sportradar eSports Service

Unlocking the incredible potential of eSports
eSports
A global mass phenomenon with a bright future!

Worldwide, eSports has undergone tremendous development over the past few years – evolving from a recreational activity into a serious sports model that market research firm Newzoo predicts will be worth US$696 million in 2017; a year-on-year growth of 41.3% compared to 2016.

The eSports ecosystem is also expected to exponentially grow with a compound annual growth rate (CAGR) of 35.6%; exceeding $1 billion by 2020. Other market research companies, such as SuperData, believe the market will grow much faster – exceeding the $1 billion mark as early as 2017.

In one point, all experts agree: eSports’ rapid rise will soon see it compete with established sports.

“...over 385 million people follow eSports”

The success of eSports is largely driven by its social acceptance with “Millenials” (born 1977 to 1995) and their successor generation, the “iGeneration” (1996 and after). Having grown up in the era of “Internet everywhere”, these digital natives are always connected and technologically savvy. In addition, the Newzoo report revealed that most eSports enthusiasts are in full-time employment and enjoy a good income.

Today, over 385 million people follow eSports, with 191 million doing so on a regular basis. By 2020, the global eSports audience is expected to see a CAGR of +20.1% up to 589 million people.

“...19.4 million fans will wager over $23 billion”

When you combine a passionate following with prominent event organisers, marque sponsors and intense media coverage (both digital and broadcast) – the infrastructure is in place for significant fan wagering. As the entire eSports economy increases, so does eSports betting. Video games, such as League of Legends, Counter Strike: Global Offensive (CS:GO) and Dota 2 are already on several bookmakers’ portfolios. While SuperData recently announced that eSports betting (and fantasy leagues) accounted for nearly $60 million in 2016, Eilers Research estimates that 19.4 million fans will wager over $23 billion on eSports by 2020; generating $1.81 billion revenues for operators worldwide.

These results show that with eSports, a business field with enormous potential has opened – and every company, whether from the media sector, betting area or rights holders, must position itself as best as possible.

Sportradar’s eSports Service offers a broad range of tailor-made solutions that guarantee the convergence of these industries, helping them all to unlock the unique potential of eSports!
Services to Tournament Organisers and Rights Holders
Unlocking the full potential of your sports data

Sportradar provides cutting-edge technologies and services to enhance the full potential of eSports data and provide new ways to increase sponsor and fan engagement. Our services comprise federation and tournament management tools, data processing and refining, distribution of media rights and sports integrity services. Our comprehensive package enables rights holders to participate fully – and at the highest level – in their assets.

Integrity Services
Sportradar’s Integrity Services supply monitoring, intelligence and prevention solutions for the world’s sports federations, leagues, clubs and state authorities – supporting them in the fight against betting-related match fixing.

As well as partnering with some of the leading sport rights holders in the world, such as FIFA, UEFA, IIHF, NHL and the NBA, our Integrity Services work closely with state authorities and law enforcement agencies, such as Europol, the Australian Federal Police, and French Service Central des Courses et Jeux. Much like it does across all 13 sports that it monitors, Sportradar’s award-winning Fraud Detection System (FDS) monitors over 550 betting operators around the world. This ensures that our eSports partners, which include ESL and ESIC, have the best and broadest insight into any suspicious betting patterns and behaviours around their competition.

Our eSports integrity team builds on that with the expertise of a team of eSports specialists, who monitor live streams of contests in parallel with betting data analysis. Additionally, since we receive ticket-level detail through our Managed Trading Services, Sportradar uses turnover analysis to its investigative layers, ensuring that any eSports competitions offered through Betradar are some of the most closely analysed tournaments in any sport.

The Integrity Services also include our Fraud Prevention Service (FPS), which provides educational tools and services already used by federations, leagues and clubs around the world – helping to raise awareness and understanding of illegal betting and match-fixing among those involved in sport. In the years we have worked in the eSports space, our specialists have delivered a number of Integrity Workshops to professional eSports players, officials and team members, notably at the Intel Extreme Masters in Katowice, Poland.

Media Rights Distribution
According to Newzoo, the media rights trade is becoming increasingly important in the eSports sector and is expected to grow sevenfold from $50 million in 2016 to nearly $340 million in 2020.

Sportradar’s extensive global network of media partners include industry leaders such as Associated Press, Google, NBC Sports, Bleacher Report and Turner Sports – making it the perfect partner for your media rights distribution. As a market leader (with the largest industry portfolio available, containing over 30,000 sports events per year), you can quickly benefit from our experience.

Additionally, through our brand Betradar, we are the leading supplier of sports and betting-related data services to the betting industry – and your access point to a new revenue stream. With an estimated global wagering market of $23 billion by 2020, generating $1.81 billion revenues worldwide, eSports betting represents a new turnover opportunity that is several times higher than any other revenue stream. With Betradar’s Live Channel Service, you can distribute your streaming rights to over 600 bookmakers, including global players such as Bet365, William Hill and Bet-at-home. All on an attractive revenue-share based model.
Services to the Media Industry

Tools designed to help your business bloom

With major brands, such as Coca Cola, Audi and Visa, already investing heavily into eSports to promote their non-endemic brands, media companies can capitalise on this by participating in the revenue streams generated through advertising. This means media companies must gain each user’s attention, offering them an immersive entertainment portfolio that caters towards their passion for eSports.

Live Data and Statistical Information

Sportradar’s eSports data solutions ensure that media companies have the perfect tools to cover eSports as they do traditional sports. Our eSports data feeds provide real-time coverage of all leading game titles and tournaments and reliable, in-depth statistics on CS:GO, Dota 2 and League of Legends.

As eSports enthusiasts are digitally native, they consume news and information in different ways. It is increasingly important to tailor content to their needs and location. Our solutions support several integration options – pick which fits best!

Product Highlights

- Live coverage of leading game titles and tournaments
- Fastest data feeds available, provided in real-time
- Comprehensive eSports statistics including win percentage, kill/death ratio, head-to-head
- Historical facts on teams, players and maps
- Content provided in cooperation with ESL, guaranteeing highest standards

Odds Comparison

With an estimated $1.81 billion revenue, betting is predicted to become a major turnover driver within eSports. Sportradar’s eSports Odds Comparison service is a great addition to our popular sports content solutions – letting your visitors get close to the betting action, enabling them to compare odds, follow current market trends, and easily find the best offer in the betting market. Best of all, with the integration of your choice of bookmakers, betting is only one click away.

API

Our industry leading application program interface (API) offers a second-to-none integration option featuring the highest flexibility and capability with minimised sources of errors. You can integrate our eSports offer in the most dynamic way into your own infrastructure - seamlessly extending and enhancing all data with your own or third party content. The API also guarantees an easy and hassle-free feed integration into your own UIs for the look and feel your customers expect.

Hosted Solution

Do you prefer ready-made eSports content solutions that guarantee fastest time-to-market integration? Our eSports Live Scores and Statistics Centres can be directly implemented into any media offer. The fully customisable and responsive design enables you to present the entire content in your own look-and-feel across all common media devices – strengthening brand awareness and customer loyalty.

Benefit from betting revenues – generated by your audience

Establish strong partnerships with bookmakers, offering their markets to your audience

Choose from a broad range of bookmakers and integrate their odds as you prefer

Offer one-click betting on the broadest range of markets available
Contact Us

Do you require further information? Then please let us know. We are more than happy to address your enquiries.
Contact us at sales@sportradar.com

Headquarters
Sportradar AG
Feldlistrasse 2
CH-9000 St. Gallen, Switzerland
Office: +41 71 517 72 00
Fax: +41 71 517 72 99

Customer Support
support@sportradar.com

Partners

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